

## METHOD AND APPARATUS FOR PROVIDING MULTICAST SERVICES IN A WIRELESS COMMUNICATION ENVIRONMENT

## 5 ABSTRACT

Method for multicasting messages to users of a wireless communication system includes the steps of establishing a power ratio threshold for transmitting the messages, measuring respective power ratios of the users, comparing the established power ratio threshold to the measured power ratios, 10 determining a first subset of the users and a second subset of the users based upon the measured power ratios and delivering the messages to the first subset of the plurality of users via a first transmission scheme. The first transmission scheme delivers the messages to all of the users of the first subset via a broadcast channel. The method also has a step of delivering the messages to 15 the second subset of the users via a second transmission scheme. The second transmission scheme delivers the messages to each of the users of the second subset via respective dedicated channels.